

STORE  
HOURS  
9 to 5:30

### Store Your Furs Now

Cold dry air storage vault on the premises; with efficient service and protection against all loss. "Furriers since 1842."

Charges moderate. Phone Pennsylvania 5100, Extension 34, and auto will call. Or take elevator 6, 7 or 8. TENTH FLOOR.

# GIMBEL BROTHERS

32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

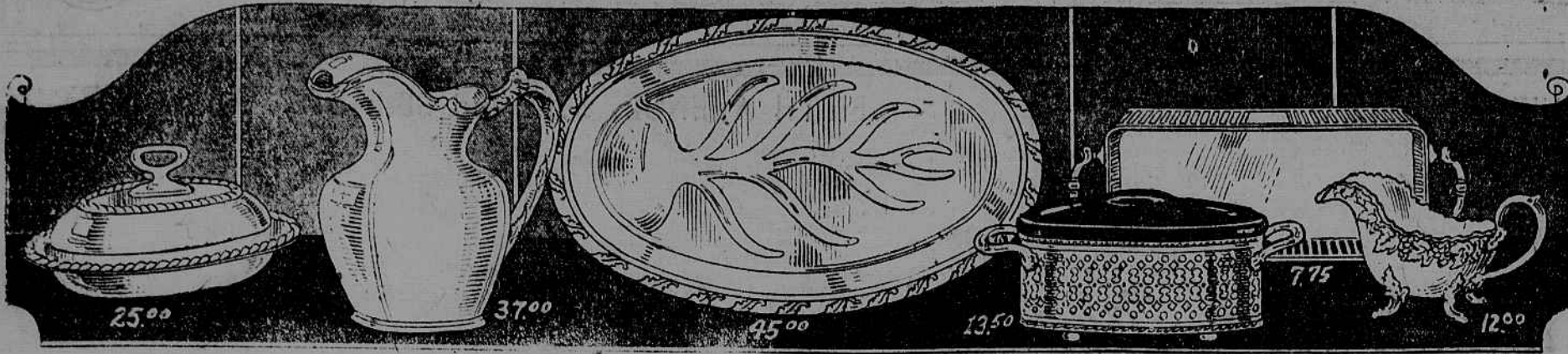
### Music Salons Open Evenings

During the Great April Sale of Pianos, Players and Phonographs, Music Salons open until 9 P. M.

Use 33d Street Entrance, near Broadway, after 5:30 P. M.

GIMBELS MUSIC SALONS: EIGHTH FLOOR

Phone:  
Pennsylvania  
5100



## FIRST TIME IN OUR HISTORY Sale : Reed & Barton Silver Plated Ware At Reductions of 25% to 50%

An opportunity of opportunities! Reed and Barton's nickel silver and silver plated Sheffield reproductions. Known from coast to coast for its beauty, its quality and its durability. Unheard-of price concessions are yours TODAY, but may never come again. Take advantage of them.

Casseroles, heavy pierced design, \$9.50 to \$18.00  
Well and Tree Platters, 20 and 22 in.; plain border, leaf and bead design, \$40 and \$45  
Meat Platters, plain and bead border, 10 in. to 20 in., \$9 to \$42.00

Round Trays, plain and bead border, \$7.50 to \$23.00  
Waiters, round, heavy bead and plain border, 12 in. to 21 in., \$9.50 to \$47.00  
Pitchers, plain, burnished fancy border, \$9.50 to \$37.00

ON SALE IN SILVERWARE SHOP: Main Floor—ALSO Main Aisle.

There are 268 individual items included. And from 1 to 116 pieces in the various groups. In the large pieces, they come mostly one of a pattern. The savings represented by this remarkable sale make it worth your while to purchase whatever you need as well as for future wedding gifts, etc.

The quality is guaranteed, of course. Each piece bears the genuine Reed and Barton stamp. High-grade Sheffield plate, made on nickel silver base. Many have silver soldered borders and silver soldered mounts. There's only room to list a very few of the items. Everything is marked at similarly low prices.

Place Plates, plain burnished, plain and fancy borders, \$6.00 to \$7.25  
Breakfast Casters, including tray, sugar and cream, salt and pepper, toast rack and egg cups, \$27.00 and \$37.50

Vegetable Dishes, plain burnished, bead border, lock handle, \$20.00 to \$43.00  
Gravy Boats, plain, burnished, grape and plain border, \$12.00 and \$13.50  
Bread Trays, plain and fancy borders, \$10.25 to \$18.75

# Vantine's

Entire Vantine Oriental Stock  
Entire Gimbel Oriental Stock

## Savings up to 50%

For once realization has exceeded anticipation. Exceeded it for us in volume; exceeded it for you in value. Yes—it's still on—this sale of sales. Some lines depleted to be sure. Others, thru splendid purchases, at flood-tide of selection. The best that the East can offer at such sale prices as have not been offered—can never be offered again. Only one Vantine Sale, you know!

### THE GIMBEL ORIENTAL STOCK: A REVELATION

Not to connoisseurs, of course. They've known it—profited by it for years. But now thru the Vantine Sale New York knows it, and New York will look forward to its future, as we do. Look forward to the time when, thru its Eastern connection, its corps of buyers in Oriental cities, its supreme initiative in obtaining for sale rarities, exquisite objets d'art, superb collections—the Gimbel Oriental Shop will fill the niche Vantine's has left vacant. Gimbels for Orientals.



## NOT a Paris Hat

—But a Gimbel Adaptation in the Materials of the Original

Can't tell the difference. They're as like as two peas. SAME materials; SAME exquisite craftsmanship as the Paris model. Not a thing dissimilar, but the Gimbel label and the Gimbel price.

The Gimbel Designing Studio Is Now Showing Later Spring Modes Recently Arrived From France.

Adaptations Priced as They Used To Be Long Ago. \$22.50 to \$38

GIMBELS MILLINERY SALON—Third Floor.

## FINE LINENS AT A THIRD LESS

Hemstitched Damask Dinner Sets. Pure Irish linen damask—hemstitched. Table cloth and napkins of soft finish, laundered ready for use. Linens for the home chest—linens for the hostess. Ever so fine—and reduced!

Table cloth 66x66, with 6 napkins 21x21: \$15  
Table cloth 66x68, with 6 napkins 21x21: \$18  
Table cloth 66x104, with 6 napkins 21x21: \$21

### Buffet and Dresser Scarfs

Real Madeira, hand scalloped and hand embroidered on fine round thread Irish linen.

19x36 ins., \$3.75  
19x45 ins., \$4.50  
19x54 ins., \$5.25

### Real Madeira Luncheon Set

Thirteen pieces—hand scalloped, and exquisitely hand embroidered.

\$5.75 Set  
Set consists of 24-inch centerpiece, 6 six-inch doilies, 6 ten-inch doilies.

GIMBELS LINEN SHOP—Second Floor.

## Men's Shirts and Drawers

Genuine Conde Balbriggan

### 55c

Cut—quality—and workmanship—every sign that it's Conde make—including the label. Slight imperfections have no effect on wear or service. But they do cut the price close to half.

Natural Color or Pure White Short Sleeve Shirts, Ankles Drawers

GIMBELS—Main Floor

## Two Phenomenal Silk Values Offered for Monday's Sale Only

PRICES THAT WILL STARTLE  
THE ENTIRE RETAIL WORLD

### 10,000 Yards All-Silk Georgette Crepe

Marked at approximately to-day's wholesale price. A heavy quality.

|            |        |        |          |              |            |
|------------|--------|--------|----------|--------------|------------|
| Sky Blue   | Jade   | France | Hindu    | Rubber Grey  | Serpentine |
| Seafoam    | Silver | Mikado | Danson   | Quaker Grey  | American   |
| Fleshstone | Idole  | Copper | Tomato   | Champagne    | Beauty     |
| Bengale    | Sand   | Mocha  | Begonia  | Callot Blue  | New Cerise |
| Rose       | Coral  | Eison  | Amethyst | Italian Blue | New Yellow |
| Orchid     | Orient | Suchow | Sapphire | Pink Nile    | Honeydew   |

and several shades of navy as well as black and white.

For one day only—no discounts

### 8,000 Yards All-Silk Canton Crepe

Extra-good quality, made by one of the best known manufacturers in this country. Similar qualities sell for much more in other stores.

Our special price for to-morrow

GIMBELS SILK SHOP—Second Floor.

## THE SALE CONTINUES!

# INNOVATION

## Wardrobe Trunks

Innovation trunks—of national-wide fame for quality—sell at standard prices throughout the country. Now you have an opportunity to buy an Innovation—while they are sale-priced—at a radical reduction.

Reduced Prices : Full Sized Wardrobe Trunks  
\$46.50 \$55.50 \$61 \$66.50 \$83 \$105

Steamer and Three-quarter Innovation Trunks: All Grades: Reduced Prices Range from \$39.50 to \$94.00

FEDERAL TAX INCLUDED IN ALL PRICES QUOTED.

GIMBELS TRUNK SHOP—Fifth Floor.

## Spring Furs

Special for To-morrow  
Small Stylish Pieces  
At Interesting Prices

Mink Scarfs, 1 large selected skin, \$17.50

Mink Scarfs, 2 soft, fine skin, \$29.50

Stone Marten Scarfs, very choice, \$32.50

Wolf Scarfs, Blue Fox color, \$27.50

Platinum Grey Fox Scarfs, \$69.00

Fox Scarfs, new mahogany color, \$39.00

Moleskin Choker Scarfs, \$18.50

Natural Blue Fox Scarfs, \$85.00

Other Entrancing Styles at Most Attractive Prices

GIMBELS—Third Floor

## Beautiful Chinese RUGS : Just Arrived : at Average Half Price



A Great Importation Adds  
To The Wonder Values

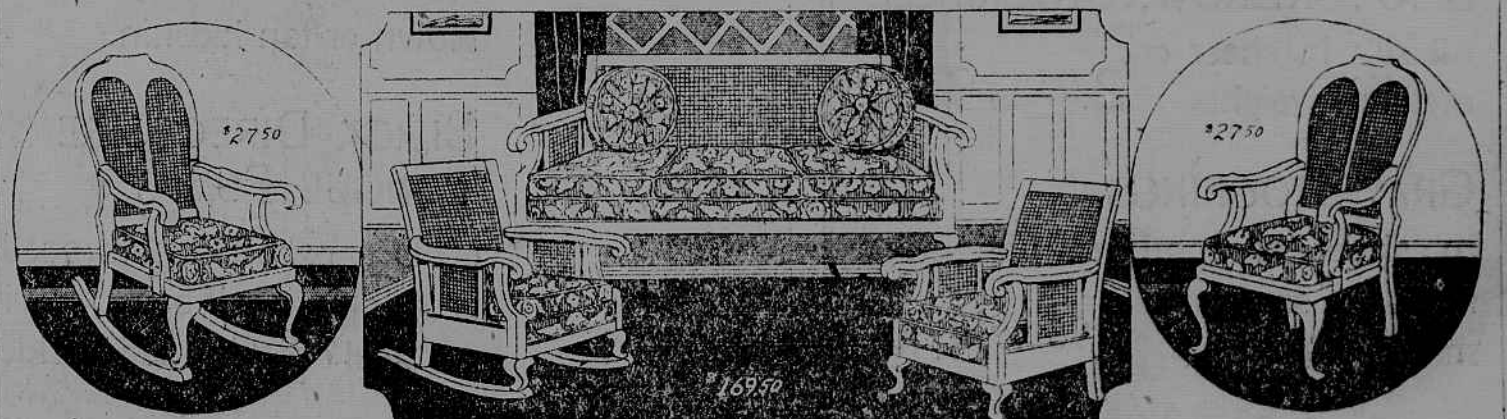
\$175 ROOM SIZE \$245  
9 x 12

Just out of bond—one shipment—then another shipment; from the steamer—through the customs—to the sale—to meet a demand as extraordinary as the price. Glorious blues blending into gold—rose—tan. Rugs of rare value—of luxurious Oriental beauty. Rugs of the sort you have dreamed of possessing—priced now at less than last year's quotations for domestic, machine-woven rugs. Half price!

More Than 50 Patterns  
to Choose From in  
Room Size: 9x12 Feet

And a varied assortment of smaller rugs in scatter sizes—all specially priced. Colors as rich—patterns as fine.

GIMBELS RUG STORE—Sixth Floor.



## 67 of These 3-Piece Living Room Suites At LESS than HALF PRICE

A Special  
Purchase from  
Maher Brothers

### \$169.50

Act Quickly!  
No More When  
These Are Gone

Don't let the low price deceive you. MAHER BROTHERS suites you know. And MAHER BROTHERS is all we need to say in regard to the quality of this

offering. Mahogany and mahogany finish frames; cane backs and ends; Marshall spring cushion seats; in high-grade velours, taupe, mulberry, blue.

90 Maher Arm Chairs and Rockers at HALF  
Cane panel backs and cane seats with loose cushions; solid mahogany frames  
PRICES QUOTED ARE THE PRICES YOU PAY

### \$27.50

GIMBELS—FURNITURE SHOP—Seventh Floor.